

Esquire

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In the long ago when I was young and vevier, ESQUIRE magazine—complete with Petty drawings—was the most widely devoured, influential and good fun magazine throughout the young and youth-thinking universes of university and businessmen. More women, too, then read it than sometimes admitted it. Imitators came and went in those decades as now.

“The other day as I was reading the current issue, I couldn’t help but marvel at how ESQUIRE, some 40 years later, is, if anything, more tuned in, more widely read and more influential than ever among the thinking swingers and/or swinging thinkers of today’s very different U.S.A.

“With so many famed magazines dead and rumored to be dying, we should be glad for and tip our caps to the everlasting vitality of ESQUIRE. He doesn’t show his age; the gentleman stays part of it.



Malcolm S. Forbes
Editor-in-Chief
Forbes Magazine

Dear Thinking Swinger/Swinging Thinker,

Pretty heavy. One of America’s leading editorial figures complimenting *our* magazine. We must have something going for us.

Perhaps it’s because we’ve published more Pulitzer and Noble Prize winners than any other magazine. That’s a great distinction, but not enough to sustain almost 40 years of loyal readership.

Maybe it’s the fact that Esquire’s fiction contributors read like a Who’s Who of Contemporary Literature. Presently we are publishing works of Joyce Carol Oates, Isaac Bashevis Singer, Irwin Shaw, Bernard Malamud . . . a very impressive group of authors that could rival our earliest contributors (Dos Passos, Fitzgerald, et al.). Could Mr. Forbes’ enthusiasm stem from the fact that many great novels are previewed in Esquire? After all, in the past year we gave initial glimpses of...

Hemingway’s *Islands In The Stream*
James Jones’s *Merry Month Of May*
Gore Vidal’s *Two Sisters*

All these bestsellers appeared first in Esquire. But it’s more than fiction that keeps our readers coming back for more year after year. Esquire is famous for publishing timely, provocative articles about everything from the Heavy 100 of Rock Music to The Brilliance of Spiro Agnew’s Rhetoric. If that’s not running the gamut, what is? Esquire has been consistent in containing such a spectrum of opinion as to infuriate and/or delight almost every thinking person regardless of sex, creed, color, national origin, political persuasion or aesthetic sensibilities. To give you a rough idea of the cross-section of Americana we delve into, a Magical Mystery Tour through some recent articles should get it together



RAPE!

How to

pillage and plunder your way through college:
You can have a revolution and an education to boot.
The only tuition is doing time in jail. Yes, Virginia,
there are states where you can get your B.A. at State Penn.

SHOPLIFTING MADE EASY

A Beginner's Guide to the Five Finger Discount.

WOMEN'S LIB

Sally Kempton presents her view of the Women's
Uprising . . . "I became a feminist as an alternative to
becoming a masochist. Actually, I always was a masochist;
I became a feminist because to be a masochist is intolerable."

TJUANA GRASS

The story of Operation Intercept, or "Weeding Out the Weed."

RESHAPING TEDDY'S IMAGE

Three of the hottest ad agencies prepared a glowing image of Teddy Kennedy by molding via media.

Why You Can't Afford to be Sick

A surgeon details the phenomenal cost of the simplest hospital procedures—
how they charge you for everything except the air you breathe
(unless you need oxygen, of course).

Decade of the GREAT LIBERAL DEATH WISH

"Previous civilizations have been overthrown from without by the
incursion of barbarian hordes; ours has dreamed up
its own dissolution in the minds of its own intellectual elite."
Malcolm Muggeridge's devastating look at how we're doing ourselves.

CALIFORNIA EVIL

Homicide, Suicide, Cultists, Freaks, Spiritualists and
Demons in the Land of Reagan.

The **CONFESSIONS** of Lt. Calley:
"I love women. I love children, too. But people say, 'Why did you kill them? Why did you go to Vietnam? Why didn't you go to jail instead?' Well damn! If I knew it would turn out this way, I would have."

Articles such as these must have prompted Mr. Forbes to embarrass us with accolades. And he's not alone. Esquire has prompted others, including friendly competitors, to extol with Loud Hurrahs. Witness:

Newsweek

"Esquire magazine is brash, impious, mischievous, outrageous, scatterbrained, uneven, immodest, naughty and adolescent. And it is also great fun—for both its readers and its editors . . . Despite its pop flippancies and its facile impieties, Esquire is one of the brightest and most imaginative forces in journalism."

saturday review

Herbert R. Mayes

"I scan fifty magazines every month. Which magazine do I think is the best? A silly question, but I know which one I think is liveliest. Esquire. To me it seems to come up with the freshest ideas. They provoke my interest; make me feel there's no subject the editors are afraid to tackle. I have the impression that the editors are restless, teeming with ideas, daring the editor-in-chief to ignore them."

norman mailer

"I've had my differences with ESQUIRE over the years but I think one must admit that it is now the best popular magazine in America for any writer who takes himself seriously, has something unusual, exceptional, fierce, or critical to say and wishes to be paid a reasonable amount for it."

TIME

"Each month, somebody, somewhere, nearly bursts a blood vessel over the cheeky covers of Esquire . . . Every month, at least one Esquire article snipes at a sacred cow or takes some other unorthodox approach to a topic in the news . . . The mixture works . . . The magazine can indeed be bold and occasionally brilliant."

WILLIAM F. BUCKLEY, JR.

"Esquire allows its writers to be themselves, to write as long or as short as they want, to say what they want to say, the way they want to say it. It's the best non-sectarian journal of general interest around, and the best is very good. The editors and publisher have reason to be proud of their publication, and its readers reason to be grateful to them."

We'd like to give you "reason to be grateful" by having you join the growing ranks of loyal Esquire readers. We've even reduced the price of admission. Mainly because we feel that ours could be a long and wonderful friendship. You and Esquire.

For a limited time (seriously) you can subscribe at the special introductory price of 8 issues for only \$3 (or at our extra-saving rate of 14 issues for only \$5). Of course, the longer you subscribe, the better for both of us. You get more issues of Esquire and we get more time to think up ways to get you to renew.

But we're jumping ahead. First use the enclosed (money-saving) order form to enter your subscription. Then read each exciting issue. Chances are we won't even have to bother thinking up ways to get you to renew.

Cordially.

A handwritten signature in dark ink, reading "J. L. Marshall". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

J. L. Marshall

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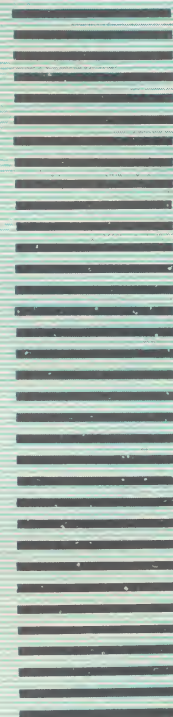
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